



COUNTY OF LOS ANGELES
Public Health

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October 13, 2006

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **ADVANCE NOTIFICATION OF INTENT TO ENTER INTO SOLE SOURCE NEGOTIATIONS WITH THE LOS ANGELES UNIFIED SCHOOL DISTRICT, LOS ANGELES OFFICE OF EDUCATION, CITY OF PASADENA, CITY OF LONG BEACH, NATIONAL HEALTH FOUNDATION, MATERNAL AND CHILD HEALTH ACCESS, AND UNIVERSITY OF SOUTHERN CALIFORNIA**

This memorandum is to provide advance notification to your Board that the Department of Public Health (DPH) intends to enter into sole source negotiations with the subject agencies. The Governor's budget includes \$19.68 million in FY 2006-2007 and \$29.68 million, subject to legislative approval, for subsequent fiscal years for outreach and enrollment services for health coverage programs. Los Angeles County's allocation is \$6,140,508 for year FY 2006/2007, and \$9,820,764 each year for years 2007/2008 and 2008/2009. This new State funding will increase and enhance the current outreach and enrollment services provided through First 5 LA funding.

On September 14, 2006, your Board was notified of DPH's intent to use the State funding. We have drafted the implementation plan in collaboration with Department of Health Services and the Department of Public Social Services and will submit it for your approval. The majority of funding will be awarded through a Request for Proposals process; the contracts will be entitled Children's Outreach, Enrollment, Utilization, and Retention (COEUR). However, we intend to also negotiate sole source agreements as follows:

1. Los Angeles School District (LAUSD)

LAUSD is the second largest school district in the nation and has approximately one-fourth of all uninsured children in the state. School-based outreach and enrollment efforts have been very successful. Currently, LAUSD contracts with DPH to provide outreach and enrollment assistance for families eligible for Medi-Cal, Healthy Families, and other no or

low-cost programs. LAUSD will expand current contracted efforts by extending Helpline hours to respond to parents' inquiries after regular office hours; expanding outreach worker coverage at school sites; increasing the number of presentations conducted for school administrators, staff, and parents; expanding its network of partners (i.e., community-based organizations and health plans) who assist LAUSD in responding to parents requesting enrollment assistance; and expanding its benefits retention and utilization services.

2. Los Angeles County Office of Education (LACOE)

LACOE is the nation's largest regionalized educational agency serving 1.7 million students in 79 school districts. Currently, LACOE contracts with DPH to oversee and facilitate outreach and enrollment services in targeted LACOE school districts with large numbers of uninsured children. LACOE will expand outreach efforts to specialized student populations including special education, juvenile justice students, and free-and-reduced school lunch program students. LACOE will also coordinate and conduct outreach and enrollment activities with the juvenile justice students transitioning from incarceration to community schools and probation facilities, as 90% of these children do not have health coverage upon returning to the community.

3. Training - National Health Foundation (NHF) and Maternal and Child Health Access (MCHA)

DPH is requesting a sole source agreement with National Health Foundation (NHF) and Maternal and Child Health Access (MCHA) for health coverage training services based on the agencies unique experiences and history of providing this service. NHF and MCHA are the only agencies in Los Angeles County experienced with providing these training modules. DPH expects to contract with new community-based agencies as a result of the RFP process and all new staff will have to be fully trained.

Currently, DPH contracts with both NHF and MCHA to train contracting agencies and others performing outreach and enrollment activities. Both agencies provide program eligibility training for Healthy Kids, Medi-Cal, Healthy Families, Kaiser Children's Health Plan, Child Health and Disability Prevention, Medicare, Public Private Partnership (PPP), Ability to Pay (ATP), Outpatient Reduced Cost Simplified Application (ORSA), Access for Infants and Mothers (AIM), and California Children's Services (CCS).

NHF has five (5) training modules including refresher courses and maintains the Children's Health Access and Medi-Cal Program (CHAMP) website. NHF will build on its existing training program and offer additional training opportunities to meet demand in the areas of: basic presentation skills for outreach staff; and simulation workshops with hands-on experience in enrollment assistance, retention and utilization activities, networking, and cultural competency and sensitivity.

MCHA training modules include a 2-day comprehensive core training, mandated for all outreach and enrollment staff assisting clients with enrollment applications. This agreement will allow MCHA to expand the comprehensive core and new initiatives updates training, as part of the master training plan for Los Angeles county. The comprehensive training will be a prerequisite for One-e-App, currently in development. Other new training modules include benefits retention and utilization of services, managed care access, and immigration and citizenship documentation issues. Funding will also go towards maintaining the MCHA training website.

5. City of Long Beach/Department of Health and Human Services

The City of Long Beach/Department of Health and Human Services is a health jurisdiction with authority to implement the COEUR project within the city of Long Beach. It administers programs serving the uninsured and target population. Currently, the City of Long Beach/Department of Health and Human Services contracts with DPH to oversee the provision of comprehensive outreach, enrollment, benefits retention, and benefits utilization services for families of children living in, and around, the city of Long Beach. These activities are performed by City of Long Beach Medi-Cal Program and their collaborating subcontractors: Cambodian Association of America, Families in Good Health, Guam Communications Network, The Children's Clinic, and Westside Neighborhood Clinic.

The City of Long Beach will build upon current activities by expanding its health coverage outreach, enrollment assistance, and utilization and benefits retention efforts. It will also establish a special project targeting Child Health and Disability Prevention program participants, whose parents have not enrolled their eligible children in Medi-Cal. Approximately 85% percent of parents to not follow through with enrollment.

6. City of Pasadena/Department of Public Health

The City of Pasadena/Department of Public Health is a health jurisdiction with authority to implement the COEUR project citywide. The City of Pasadena/Department of Public Health will build upon current services by expanding its health coverage outreach, enrollment assistance, and utilization and benefits retention efforts. New outreach strategies will include outreach to businesses, faith communities, and schools. Currently, the City of Pasadena/Department of Public Health contracts with DPH to provide comprehensive health coverage outreach, enrollment, referral, benefits retention, and benefits utilization services for families of children living in the city of Pasadena. It has a long-term working relationship with Pasadena Department of Public Social Services to follow-up on local clients who are considered eligible for Medi-Cal.

A significant number of uninsured children access services through City of Pasadena/Department of Public Health. This makes outreach more successful when this group is contacted while utilizing services and programs, or participating in City sponsored events.

7. University of Southern California (USC) - Evaluation

DPH is requesting a sole source agreement with the University of Southern California, Division of Community Health, (USC) for project evaluation services based on the agency's unique experience and history with providing this service. USC's evaluation unit is currently working with the Urban Institute as a subcontractor to conduct an evaluation of the Healthy Kids initiative, inclusive of DPH's Healthy Kids project. Contracting with USC would be a cost effective strategy since the evaluation staff already receives and reviews DPH's aggregate data for the outreach and enrollment portion of the Healthy Kids project and is familiar with the issue of the uninsured and issues surrounding outreach and enrollment services. The new COEUR contracts will provide similar outreach and enrollment services as the existing Healthy Kids contracts. USC proposes additional studies to assess the impact of the entire outreach, enrollment, retention and utilization "OERU" system in Los Angeles county. The evaluation will also focus on the impact of various OERU strategies,

cost-effectiveness, changes in the infrastructure for outreach and enrollment in Los Angeles county, the impact on families, the impact on use of preventive care, and the impact of training.

To allow time for your review and comments, we will not conduct negotiations until 15 days from the date of this memoranda. Should you have questions, please contact me or your staff may contact Cynthia Harding, Director of Maternal, Child, and Adolescent Health Programs, at (213) 639-6400.

JEF:kb

c: Chief Administrative Officer
Executive Officer, Board of Supervisors
County Counsel
John F. Schunhoff
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